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# President Halts Audio-Visual Spending

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WASHINGTON, April 20 — President Reagan, asserting that the Federal Government was spending too much on publicity and advertising, imposed a moratorium today on the production or procurement of all new films, pamphlets, brochures and other audio-visual aids and publications by the executive branch.

Budget officials said that the cost of such materials amounted to several hundred million dollars a year but that they had no idea how much would be saved by Mr. Reagan's action. They planned to use the moratorium to evaluate all pending publications and audio-visual aids and to eliminate those deemed to be a waste of Government funds.

Mr. Reagan's directive came in the beginning of his second week of convalescence at the White House, where he is recuperating after being wounded by a gunshot March 30.

Although the President was reported to be doing well, he decided against making a public appearance at the annual Easter egg roll on the South Lawn of the White House. Presidential aides said earlier that Mr. Reagan might at least appear at the balcony to wave.

## Absence From Oval Office

Larry Speakes, the President's deputy press secretary, said that Mr. Reagan's decision not appear in public had nothing to do with how he felt. He added that Mr. Reagan would probably not return to the Oval Office this week.

In another budget-related move, Attorney General William French Smith announced today that Federal agencies would hire private agencies to collect what he said was \$139 billion in unpaid loans made by the Federal Government.

Until now, the General Accounting Office, the Congressional auditing agency, had considered the use of such agencies to be illegal unless authorized by Congress. Mr. Smith said that the accounting office had revised its standards because of "growing losses" in delinquent loans.

At his residence, Mr. Reagan continued to lobby for his economic package by telephone. White House officials said that the President would be calling several dozen members of Congress this week, especially House Democrats who might defect from their leadership's policies and support the President's package.

## Requests Gerald Ford's Help

The White House has sought to keep up a drumbeat of pressure for the economic package, despite Mr. Reagan's absence,

and today Mr. Reagan telephoned former President Gerald R. Ford, who was making an appearance in Austin, Tex., to ask him to press for support of the program.

Vice President Bush, meanwhile, gave speeches in Texas and North Carolina, and several other spokesmen for the Administration were making similar speeches in the South, where Democrats are considered more friendly to the Administration. Mr. Reagan also plans to push for his plan tomorrow at a meeting with eight governors, most of whom are from the South.

The President's announcement of a moratorium on publications and audio-visual aids was another part of the drive

to keep Mr. Reagan's economic appeals visible.

The moratorium was in the form of a five-paragraph statement from Mr. Reagan saying that "the Federal Government is spending too much money on public relations, publicity and advertising." He said that some of the waste consisted of "unnecessary and expensive films, magazines and pamphlets."

Edwin L. Harper, deputy director of the Office of Management and Budget, said that \$100 million was spent each year just on films, film strips and other audio-visual products. An aide said that several hundred million dollars more was spent on pamphlets, calendars, brochures and the like.